

SHORT RANGE PUBLIC AFFAIRS OBJECTIVES (One Year)

- ✓ --ESTABLISH a speaker's bureau.
- ESTABLISH a means for the public to learn about and obtain unclassified intelligence documents.
- CONSOLIDATE and strengthen the unclassified document distribution process.
- ✓ --STRENGTHEN the Publication Review Board and review process.
- ✓ --PRODUCE a brochure on intelligence.
- ✓ --PRODUCE a film describing Foreign Intelligence.
- ✓ --UPDATE and improve the multi-media show.
- ✓ --ESTABLISH regular meetings of Intelligence Community public affairs officers
- ✓ --DEVELOP one-day media seminar on press/intelligence/secretcy.
- DEVELOP positive Agency story ideas (medals, etc.).
- ✓ --PRODUCE stock still photos of Agency.
- ✓ --MEET with various Agency Management Advisory Groups
- ✓ --CONSOLIDATE public affairs regulations.
- PRODUCE a Public Affairs presentation - openness policy/PA objectives.

NEW SHORT-RANGE OBJECTIVES

1. Develop procedures for supporting the National Intelligence Tasking Center and the Resources Management Staff.
2. Identify areas of US that are appropriate for maximum coverage with intelligence "story."
3. Develop procedures for evaluating impact of Public Affairs programs on media and public.
4. Develop training program for Public Affairs Officers.

LONG RANGE PUBLIC AFFAIRS OBJECTIVES

- EXPLAIN and demonstrate the necessity for foreign intelligence in a free society.
- DEFINE and explain the foreign intelligence process.
- RAISE the level of public understanding of and support for the foreign intelligence community of the U.S. Government by explaining its mission, function and organization.
- RESTORE the credibility of and public confidence in the foreign intelligence agencies of the U.S. Government.
- EXPLAIN the need to protect classified data, including intelligence sources and methods, and the necessity for new legislation and sanctions to effectively prohibit the unauthorized release of such information.
- MAKE as much unclassified information available to the public as possible consistent with national security considerations.
- RAISE the level of understanding of intelligence community employees regarding the mission and objectives of the public affairs program.